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EXTENSION SERVICE REVIEW

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EXTENSION SERVICE

C. W. Warburton, *Director*

Reuben Brigham, *Assistant Director*

C. B. Smith, *Assistant Director*

TOMORROW . . .

BUSINESSMEN AND URBAN CONSUMERS must have a sympathetic understanding of agricultural problems if an agricultural program is to be successful. Through the cooperation of A. A. A. committeemen and extension workers in 53 counties in Wisconsin, an opportunity was given to more than 8,000 citizens of town and country to meet together and discuss their mutual problems. An account of this important undertaking will be carried in the next number.

BETTER PRODUCTION METHODS still pay dividends, as Missouri will show in an article describing a cotton-production and marketing improvement campaign in the six cotton counties, which added a million dollars to the income of the growers.

TIMBER FARMING recently received some first-hand study by county agents of southeastern Mississippi, and an account of their forestry tour will be featured in a forthcoming issue.

LEADERSHIP in Kentucky home demonstration clubs will be discussed by Mrs. H. L. Crafton, a Kentucky homemaker, just as she did at her district meeting when the clubs came together for a panel discussion on extending the home demonstration program.

COORDINATING social forces to attain a constructive rural recreation program in Illinois will be discussed by D. E. Lindstrom, rural sociologist, Illinois Extension Service.

A SUMMARY of extension work in advancing the use of freezer lockers is ready for publication.

On the Calendar

American Veterinary Medical Association, New York, N. Y., July 5-9.
 American Association of Agricultural College Editors, Norris, Tenn., July 11-15.
 American Poultry Science Association, Pullman, Wash., Aug. 15-18.
 World Youth Congress, Poughkeepsie, N. Y., Aug. 15-24.
 Regional Western States Extension Conference, Berkeley, Calif., Aug. 17-19.
 Eastern States Exposition, Springfield, Mass., Sept. 18-24.
 Dairy Cattle Congress, Waterloo, Iowa, Sept. 26-Oct. 2.
 Triennial Meeting, Association of Country Women of the World, London, England, June 5-12, 1939.

The Family—Basis of Rural Prosperity

TWO very important factors accounting for the large amount of poverty among rural people are the migration of rural youth and the transfer of rural activities to the cities. If higher prices of farm products were obtainable, they alone would not be sufficient to prevent the gradual loss of land ownership by farm operators. Indeed, if the prosperity that resulted from higher prices encouraged farmers to retire to town, it would accelerate the increase of tenancy; and if it led farmers to borrow money to buy more land, as it has in the past, it would increase the mortgage debt with subsequent loss of land ownership in many cases. Commercial agriculture, in association with commercial ideals of success, evidently produces a drift of rural wealth toward the cities.

• • •

PROSPERITY alone cannot preserve our democratic American agriculture. It would tend to increase the size of farms, particularly on the better land, to promote the further commercialization of agriculture, and to accelerate migration to the cities, both of rural youth and rural activities. In my opinion, it must be supplemented with the preservation of the rural home and family, the maintenance of rural institutions, particularly the church and a truly rural school, and the development of home and village industry. A continuity of family proprietorship in farming is essential. Now continuity of family proprietorship is dependent upon ideals. Among these ideals is that of the home and the family farm and the preservation of the family line from generation to generation. This is the ideal for which our parents and grandparents lived and labored.

• • •

THE rural philosophy of life must be preserved. The typical rural philosophy of life fundamentally is organic; the farmer lives and works with plants and animals. Agriculture is based upon the reproductive process. Seed is sown and brings

O. E. BAKER

Division of Farm Population and Rural Life
Bureau of Agricultural Economics

• • •

forth tenfold. The farmer deals with life. The urban philosophy of life, on the other hand, as often observed, has become mechanistic. It is based on the inventions associated with the steam engine and has become dominant only in the last century and a half. The typical rural philosophy of life is based upon the experience of the race down through the ages. The need is to develop an economic system and associated social ideals that will harmonize the rural philosophy of life with the achievements of science and invention.

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UNLESS the farmers and farm women of the Nation think more about the things that are fundamental and how they can encourage their children to love the farm and the farming people and turn their faces toward the home community instead of the distant city, they will continue in all likelihood to lose the ownership of the land.

• • •

INDEED, they may lose more than this. They may lose the activities of the family in the protection and education of children and youth and the provision of security in illness and old age. They may lose even the democratic organization of the State. As the responsibility of the family decreases the responsibility of the Government increases; and unless the people feel themselves to be a part of the Government and direct its policy, the spirit of democracy declines. The millions of unemployed in the cities and the millions more who are apprehensive of unemployment are a danger to democratic government. It is becoming clear that the land is the foundation of the family and that the family is the foundation of the democratic State.

Is There a Way Out . . .

Of the Landlord-Tenant Problem in Arkansas

C. C. RANDALL

Assistant Director

Arkansas Extension Service

• • •

ARKANSAS, and, in fact, the whole South, has three times too many people for its land to support with a decent standard of living. We are laboring over mere details when we attempt to adjust landlord-tenant contracts, lengthen tenure of the tenant, or even to achieve farm ownership in the belief that we are striking at the heart of the problem of poverty among our farm people. Actually, the real and fundamental problem facing landowners and tenants alike is that we are trying to make 1 acre do the work of 3.

We are dividing our loaf of bread among three times too many people, and then wondering why no one gets a full meal. During recent years, a great deal has been said about fair division of crops and profits from the land. The landowner of the South has been the target of criticism throughout the Nation because of the system of distribution. Class feeling has been stirred up, and charges have been made from both sides. Radical reforms have been proposed, and some have been attempted. But the system still stands, standards of living have not been raised materially, simply because it is useless to quibble about how to divide the profits when there are not enough profits to go around.

Two Possible Solutions

There are only two ways to raise the standard of living on Arkansas farms materially. One way is through higher prices for farm products—prices that are not only higher but which are on a par with those the farmer pays for the commodities he has to buy. In other words, a higher purchasing power for the farm dollar is needed. If that could be achieved, it would be a long step toward a solution of the problem, but the economic history of the past does not give much hope of relief from this source.

The only other way is to increase the size of each family's farming business, to give them enough land, whether they be landowners or tenants, that they can take advantage of a type of production that will require less manual labor per dollar income. Such a system of production would, of course, include raising food and feed for home use.

Until southern farmers get to the point where they are using more land, and

making grass, livestock, and timber work for them, the problem of low standards of living will still be with us. The present system of row-crop farming, with intensive labor on a few acres, will not produce enough income to provide adequately for the man power it demands.

Farmers of the South need only to look to their northern and western neighbors to sense the real problem behind their own economic difficulties. In Arkansas there is a rural population of 1,180,000 people, attempting to earn a living on 10,500,000 acres of open farm land. In other words, each 9 acres of cultivated land is called upon to support one person. In Iowa, which is generally considered to be a prosperous agricultural State, each farm person is supported by 28 acres of cultivated land—more than three times as much land per capita as we use in Arkansas. In Iowa, the annual farm gross income per capita is \$545. (1935 census and U. S. Bureau of Agricultural Economics.) In Arkansas it is only \$131. Arkansas farmers have believed that they could not afford to put their rich land into pasture, so production has been limited to row crops, requiring a large amount of hand labor, thereby limiting the acreage that can be handled per man. But the farmers of Iowa have found that their farm land, valued at an average of \$72 per acre, in comparison to the average value of \$21 an acre in Arkansas, can be made to show a profit from the production of pasture, hay, and livestock. The farm income tells the story—the gross value of farm products per farm in Iowa in 1929 was \$3,303. In Arkansas it was \$988. (U. S. Bureau of Agricultural Economics.)

The 12 Southern States have a farm income a little less than half that of the other 36 States, yet they must provide a

living for a farm population that is 2 million greater than the total farm population in the other 36 States. The per capita farm income in the South is \$160—in the other States \$390. (1935 census and U. S. Bureau of Agricultural Economics.)

Even if the landowner were to give the tenant all the income from the crop, free of rent, the tenant would still not have sufficient income under the present system of row crops and small acreages to provide an adequate living for his family.

There are many landowners who fare no better than the tenants. In the same period, 1900 to 1929, that tenancy increased from 45 to 63 percent in Arkansas, the mortgage debt of the landowners increased from 13 to 38 percent, which is further proof that landowners have suffered economically as well as the tenants.

Is Rich Land a Solution?

Nor is rich land a solution if the family is to depend solely on row crops. The average family can handle only about 40 acres in row crops, and if all food and feed that can be grown on the farm is produced, the land would still not be sufficient to produce a satisfactory income. Twenty acres would be needed for food and feed. If the remaining 20 were rich enough to produce a bale per acre, the income from cotton at present prices would be only \$900. The money from the sale of seed would be needed for extra picking labor. One-fourth of the income would go for rent, or approximately the same amount for taxes, interest, and upkeep if the family owned their land. Ginning the 20 bales would cost \$100. If an adequate diet is maintained, about \$150 would be needed for food that could not be produced on the farm. There would be an item of about \$50 for depreciation on work stock and equipment. Only \$375 would be left for clothing, medical care, education, and all

(Continued on page 109)

Extension Trains Leaders

C. W. Warburton

Director of Extension Work

THE Extension Service has proved a training ground for many of the men and women now engaged in administering the action programs of the Government. Statistics recently compiled from reports sent in from the State extension services and the three principal action agencies of the Department of Agriculture bring out some interesting facts concerning this function of the Extension Service. In these three agencies 463 present employees were drawn from extension ranks.

The Soil Conservation Service shows the largest number, with 159 extension-trained workers in 39 States and 53 persons employed jointly with the Extension Service. The Farm Security Administration comes next with 154 employees located in 33 different States trained in extension methods and ideals. The Agricultural Adjustment Administration has 97 ex-extension workers, some of them jointly employed with the Extension Service. In addition, the Tennessee Valley Authority employs 5 extension trained people in Knoxville, 1 at Norris, and 59 others in the field, mostly assistant county agents in the 6 States in which they are working. The Rural Electrification Administration reports four workers selected from the Extension Service.

Occupy Responsible Positions

Many of these men and women occupy positions of responsibility. First to be mentioned, though not in the five agencies studied, are M. L. Wilson, Under Secretary of Agriculture, formerly with the Montana Extension Service, and Harry Brown, Assistant Secretary of Agriculture, formerly director of extension in Georgia.

In the Soil Conservation Service, D. S. Myer, the Assistant Chief, was district agent in Ohio before coming to Washington in 1934; J. Phil Campbell, Chief, Division of Cooperative Relations and Planning, preceded Harry Brown as director of extension in Georgia; and E. J. Utz, in charge, Section of Erosion Control Practices, came from the Ohio Extension Service.

In the Farm Security Administration, D. P. Trent, Chief of the Tenure Improvement Section, was formerly director of extension in Oklahoma, and Paul V. Maris, Director of Tenant Purchase Division, was formerly director of extension in Oregon. T. Roy Reid, regional director located at Little Rock, Ark., was formerly assistant director of extension in that State; E. B. Whitaker, assistant regional director, and A. M. Rogers, State director also came from the Arkansas extension staff. Regional Director Raymond C. Smith, located in Indianapolis, was a member of the Indiana extension force, and Regional Director L. H. Hauter at Amarillo, Tex., was formerly with the New Mexico Extension Service.

State Farm Security Directors

State Farm Security Directors J. R. Neale, of Wyoming; R. G. Ellyson, of West Virginia; H. E. Drew, of Washington; C. O. Stott, of Utah; L. H. Haltom, of Tennessee; R. F. Kolb, of South Carolina; Earl Mayhew, of Kentucky; Roswell G. Carr, of Michigan; R. E. Kiely, of Colorado; A. M. Rogers, of Arkansas; and Julian Brown, of Alabama, were drawn from extension ranks in their own States. Many other key positions too numerous to list are filled with recruits from the Extension Service. Some worked with the former Resettlement Administration, helping to set up the organization, and then returned to their extension field. Among these might be mentioned Connie Bonslagel, State home demonstration agent in Arkansas; May Creswell, State home demonstration agent in Mississippi; Marjorie Luce, State home demonstration leader in Vermont; and Mrs. Rena Maycock, assistant director for home economics in Utah.

Although in an organization not included in the study from which most of these figures are taken, Julia Newton, State home demonstration leader in Minnesota, who came to Washington to organize a section on family credit in the Farm Credit Administration, should be mentioned. A number of former extension

workers are employed by the Farm Credit Administration, both in Washington and in the district offices. Frank Peck, former director in Minnesota, was for 2 years Cooperative Credit Commissioner and since February 1 of this year has been president of the Federal Land Bank of St. Paul.

In the Tennessee Valley Authority, J. C. McAmis (Director), W. M. Landess (Assistant Director), and L. A. Olson, all of the Agricultural Relations Department; Richard Kilbourne (Chief of the Watershed Protection Section); and H. A. Powers (Chief of the Test Demonstration Section) were formerly extension workers.

In Agricultural Adjustment Administration

In the Agricultural Adjustment Administration, F. R. Wilcox, Director of the Division of Marketing and Marketing Agreements, came from the California Extension Service. W. H. Darrow, Chief of the Regional Contact Section, was extension editor in Texas; A. W. Manchester, Director of the Northeast Division, was formerly with the Connecticut Extension Service; G. E. Farrell, Director of the Western Division, was formerly regional agent in the North Central States for the Extension Service of the Department; C. C. Conser, head agricultural economist with the Western Division was formerly in the Montana Extension Service; and H. B. Boyd, Director of the Insular Division comes from the Connecticut Extension Service. Practically every State has its quota of ex-extension folks who are handling A. A. A. positions of responsibility.

In the Rural Electrification Administration, Clara Nale, home electrification specialist, was formerly home demonstration agent in Alabama; Oscar Meier, rural electrification specialist, was a county agent in Missouri; and Enola Guthrie and E. E. Karns, of the field force, were formerly with the Extension Services in Indiana and Arkansas.

The loss of good extension workers has often seemed hard at the time, but the sprinkling of workers grounded in extension teaching throughout the new agencies is proving an opportunity to test the worth of extension principles. The fact that men and women, trained in agricultural leadership and with valuable experience in methods of effective education, were available for these newer experiments has contributed much to their success. The Extension Service can well be proud of the records of those men and women who, extension trained, are now guiding the destinies of important phases of the enlarged agricultural program.

Land-Use Coordination

M. S. EISENHOWER

Coordinator of Land-Use Planning

COORDINATION means different things to different people. To me, the only coordination that is worth while, or that will work in the long run, is that which achieves agreement upon the essential facts, agreement upon the proper interpretation of the facts, and agreement upon objectives in the light of the facts and interpretations.

There are many ideas on how coordination may be brought about. Fortunately, the experiences of many years, in the fields of extension and research particularly, have yielded many guiding principles which we may now draw upon in coordinating current efforts in the action field. The fundamental truth of them all, it seems to me, is that coordination cannot be imposed from above. Perhaps an agency with competent specialists in many fields might perfect machinery for an imposed coordination, but it is unlikely that the grist from the mill would resemble what the miller expected. Coordination must build from the base of the pyramid. The action programs of the Department—in erosion control, agricultural conservation, flood control, rehabilitation, water facilities development, reforestation, and the like—must draw upon so many sciences and must fit so many diverse conditions that no single group could possess sufficient wisdom actually to direct coordination from the apex of the pyramid.

Central Purpose Clear

Administrative arrangements in coordination are mainly to facilitate the necessary agreement upon facts, upon interpretations of facts, and upon selection of objectives. The central purpose of coordination is clear. In the Department of Agriculture we wish to unify our efforts so that all programs are essentially one when they reach the farm. For the Department this calls for two major steps. First, we must unify the programs of the Department itself, and secondly, we must help to make the Department's program dovetail and harmonize with State and local efforts.

The Office of Land Use Coordination is not yet a year old. In the current appro-

priation act it is being made permanent by Congress. Its job is to act as the catalyzing agent in coordination. The real job is handled by each branch of the Department directly concerned with land-use activities, often in cooperation with associated State and local agencies. The central office functions most intensively in Washington, but it gives, of course, some attention to the problem at regional headquarters and other field points. Essentially, however, the field job of coordination is the responsibility of each Department agency and State and local agencies.

We have tried to systematize the procedures in coordination within the Department so that they would be as much a part of daily operations as any other type of work. For the time being, the program is divided into six parts or phases: (1) Coordination of physical and economic surveys on which planning and program forming are based; (2) coordination of land-use planning, including planning for flood control; (3) coordination of current agricultural land-use programs and policies and of water programs and policies; (4) organization and procedural changes to promote unification of programs; (5) fundamental study of all agricultural and land-use legislation, in order to provide, insofar as possible, an integrated legal base for required activities; and (6) coordination of the Department's planning program and policies with those of the Farm Credit Administration, National Resources Committee, Department of the Interior, and other Federal agencies.

I shall confine specific examples to the coordination of surveys and of planning.

Coordination of Surveys

Research coordination has long been provided. Therefore, the coordination of surveys is, in some respects, the bedrock of our more recent efforts, because it is in the fact-finding process itself that we must achieve agreement upon the basic facts.

There are many types of fact-finding surveys. Some seek data on physical conditions, others on social and economic

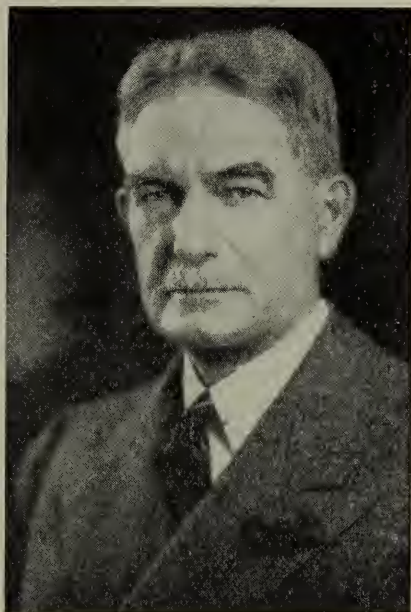
conditions. All are essential to the formation and guidance of a comprehensive land-use program. The soil survey, for example, acquires fundamental information regarding the soils of the United States. The erosion survey is an inventory of the physical factors on which a soil- and moisture-conservation program is based; among other factors surveyed are slope, susceptibility of the soil to erosion, degree of erosion, and present land use. By coordinating the two types of surveys, the Soil Conservation Service obtains the experienced assistance of the soil-survey specialists in classifying and correlating the soils; and the Bureau of Chemistry and Soils in turn may use the information thus developed in its regular soil-survey program. The information on physical factors acquired in both these surveys is also essential in preparing the flood-control reports which are called for in the flood-control program, but here surveys from the economic and social point of view are also essential. Therefore, by coordinating soil surveys, erosion surveys, and flood-control surveys, the job for each may be simplified and the results may serve many purposes and programs. More important, however, is that specialists who work together in this process of fact finding come to mutual agreement on the essential facts. If we disagree on the basic facts, there is bound to be conflict in policies and programs.

Planning Coordination

Every branch of the Department is engaged in some phase of land-use planning. Adding it all together, we are trying to marshal and interpret the facts so as to plan the best possible use of our farm, range, and forest lands for the benefit of the largest possible number of people. Therefore, in developing a plan for any given area we must provide coordinating facilities for interbureau consideration.

Now, of course, there are many kinds and levels of planning. Let's look just at one example of planning by specialists and then more generally at planning by farmers. A comprehensive flood-control plan for a given watershed may be prepared by the Soil Conservation Service, the Bureau of Agricultural Economics, and the Forest Service. But this plan, before submission to Congress, must be considered by the Department as a whole to determine its relationship to the program of the Agricultural Adjustment Administration, which makes payments within the watershed for specific land-use practices, and to the tenancy and rehabilitation programs. In short, a

(Continued on page 112)



Feb. 26, 1871—May 31, 1938

ALTHOUGH his career was brought to an untimely end as the result of an automobile accident in May, the ideas and inspiration of Dean Mumford, of Illinois, still live on in the life and work of those with whom he has been associated, both in Illinois and national agricultural programs.

His foresightedness on the agricultural future of this country is evidenced by the fact that he launched an agricultural-adjustment project in Illinois as early as 1928. The success of these agricultural-adjustment conferences held in nine types of farming areas was described by Director Mumford in an article in the *EXTENSION SERVICE REVIEW*, October 1931. Three years later, in September 1934, Dean Mumford again reported on the Illinois long-time adjustment program in the columns of the *REVIEW*.

When the national agricultural-adjustment program was launched, Dean Mumford tied the new in with the old, gaining momentum for both. One method of doing this was a strikingly illustrated folder addressed to the farmers in Illinois from their director, which was described in the October 1936 number of the *REVIEW*.

He also was recognized as one of the leaders in the development of agricultural economics and marketing in the United States. The first experiment-station bulletin ever published on the marketing of an agricultural product is his bulletin, "The Production and Marketing of Wool," published by the Michigan Agricultural Experiment Station. What is

A Man Who Looked Ahead

Dean Mumford Has Led the Way In Agricultural Progress

In the recent death of Dean Mumford, agricultural research and education, not only in Illinois but in the Nation, suffered a great loss. His ability, high standards, and sound judgment long ago won for him a position of leadership which grew with the years. To him, the field of the College of Agriculture reached to every farm and to every rural home in the State of Illinois. He was one of the first to recognize the importance of economic problems in agriculture, and, through his own work and the encouragement and direction he gave to his staff, he made large contributions to economic research and education. In meetings of national groups such as the Association of Land-Grant Colleges and Universities, his ability to present his views logically, concisely, and yet tactfully always made a lasting impression on his hearers. Above all, he was intensely human, one whose friendship was held in high esteem by all who knew him.—*C. W. Warburton, Director of Extension Work.*

probably now recognized as one of the most successful voluntary cooperative movements in the United States, the Producers' Livestock Commission Association, evolved from the "Committee of Fifteen" of which he was a member.

Work which the Animal Husbandry Department of the College of Agriculture, University of Illinois, started while Dean Mumford was at the head of that department and which has since been continued under his supervision as dean and director is credited with great influence in the advancement of beef-cattle raising and livestock production in general. It was he who overcame much of the inadequacy of cattle-feeding experiments by inaugurating what is now a common practice, the feeding of test steers in car-load lots rather than individually or in small lots.

Dean Mumford's service to agriculture extended into many different fields. At the time of his death he was a member of the board of directors of the Farm Credit Administration in the St. Louis area and held several offices in the American Association of Land-Grant Colleges and Universities. He was secretary of the section on agriculture, a member of the special committee on land problems, and a member of the standing committee on experiment station organization and policy.

Dean Mumford was a native of Michigan and graduated from Michigan Agri-

cultural College where he also served as professor of agriculture. In 1901 he came to Illinois and in 1922 was made dean of the college and director of the agricultural experiment station and the agricultural extension service, succeeding Eugene Davenport who retired at that time.

He studied livestock conditions in Great Britain, France, Belgium, and Holland in 1897 and made similar investigations in Argentina in 1908. He was in Germany in 1928 as a member of the American Study Commission for German Agriculture and 2 years later served as a member of a similar commission drafted by the Mexican Government to assist in a solution of agricultural and educational problems in that country.

Michigan State College recognized his outstanding service to agriculture in 1927 when it conferred the honorary degree of Doctor of Agriculture upon him. Similarly honored at the same time in a unique ceremony was his brother, Dean F. B. Mumford of the College of Agriculture, University of Missouri.

Dean Mumford was a member of the honorary agricultural fraternal societies of Alpha Zeta, Gamma Sigma Delta, Epsilon Sigma Phi, and Sigma Xi. He also was a member of numerous other organizations, including breed associations, scientific societies, and specialized agricultural groups.

Home Demonstration Cottages in Hawaii

Where Plantation Women and Girls Work out Their Homemaking Problems



A home demonstration cottage in Honolulu County, Hawaii.

The junior home demonstration club at Kawaihoa furnished the nursery, making the table, the curtains, and other furnishings from material at hand.



DEMONSTRATION cottages are playing an important part in community welfare in Hawaii with its population of different creeds and races. Home demonstration agents are especially enthusiastic about these cottages where they meet with groups of plantation women and girls and teach them improved methods of homemaking, for here they are all working together with a common interest of transforming an old house into a home better suited to the family's present needs. In improving these old plantation dwellings, the homemakers are given an opportunity to work out improvement problems similar to those needed in their own homes—most of which are old houses.

The sugar-plantation managers in Honolulu and Kauai Counties have helped to solve the meeting-place problem by allowing clubs to use some of the older plantation houses as home demonstration cottages.

In Honolulu County, members of three home demonstration clubs and a 4-H club are converting a drab cottage into a model home which they call the Waimanalo home demonstration cottage. This rambling old house with a good-sized combination living and dining room, a screened lanai on both sides of the room, three bedrooms, a kitchen, and a bathroom, and furnished with tables, chairs, benches, a kitchen cabinet, and a stove, affords an excellent opportunity for all club members to study home improve-

ment. One home demonstration club of 14 members, consisting of 1 Hawaiian, 2 Portuguese, 4 Chinese, 1 Japanese, and 6 Filipinos, meets regularly at the cottage. The varied membership of this club has changed but slightly since Mabel Greene, home agent of Honolulu County, organized the group 6 years ago. The activities of the club have included foods, child care, clothing, and home improvement and furnishings.

Two other home demonstration clubs organized later are also enjoying this home demonstration cottage—one club of 20 Japanese members who are now working on a foods project, and another club the members of which are studying home improvement and home furnishings.

Each club has helped to furnish this cottage, placing emphasis on convenient planning, conservation of space and storage, and selection of suitable furniture and equipment, always taking into consideration utility as well as beauty. Ventilation, sunshine, and sanitation were the first factors considered. Under able leadership, the women and girls have made everything from chair covers to curtains and in doing so have learned the cheerful effects of the use of color in the home. The refinishing of walls and woodwork and the repairing and refinishing of the floors made startling changes

in the interior. Doing over the furniture and making furnishings were the next changes of importance. In addition, the club members have learned how to cook and sew and how to plan balanced and varied diets, as well as how to raise the foods in their own home gardens.

The home demonstration and 4-H food clubs have started to remodel the kitchen. The cupboards have been cleaned, the utensils and china put in place, and now the club members are preparing to hang the curtains, make the kitchen linen, repaint the table, and renovate the stove. The club members are also making articles for their own homes, such as home-made dressers and stools, renovating old articles, and hanging curtains. After their immediate needs have been taken care of, the members will furnish a bedroom, a nursery, and the living room of the demonstration cottage.

"The house serves not only as a home demonstration cottage but as a very convenient workshop and a clubhouse for all community activities," said Hedwig S. Otremba, home demonstration agent at large. "The Waimanalo Women's Club and the plantation band have already made use of it, and visitors have been inspired to join an extension club."

Mabel Greene, Honolulu County home agent, tells about a two-bedroom cottage in Kawaihoa, where the club members are afforded an excellent opportunity to study the needs of a living room, kitchen, dining room, bedroom, and nursery. The junior home demonstration club girls studying color relating to the home have applied their knowledge to the furnishings, furniture, curtains, and bedroom linens. Weekly meetings are held at the cottage, and the program includes meal planning for daily food requirements, as well as personal improvement.

"The girls had the most fun," said Miss Greene, "in making furniture from orange boxes and egg crates—turning out a dresser and stool, a study desk, child's wardrobe and toy cupboard, a baby's crib, and a vegetable bin. For the child's room, a table was made from parts of used boxes and circular pieces of three-ply lumber from newspaper rolls. The cur-

tains for this room were made of flour bags and were made attractive with pink print ruffles and a stencil design of the little goose girl. The design was done in crayons, a hot flatiron being applied to the back of the design to make it washable. The pink print was also used on the box wardrobe and the chair cover. Making rugs, selecting pictures, building clothes closets, making accessories, and studying the decorative use of flowers in the home helped the girls and women of the clubs to find happiness by learning to express themselves in attractive surroundings."

The Grove Farm Plantation in Kauai County has provided two clubrooms for the exclusive use of the junior and senior home demonstration clubs. These two rooms are equipped with a sink, built-in cupboard space, a large work table with drawers for utensils, and a three-burner stove with a large oven. Home Agent Martha L. Eder planned the improvements in the clubrooms and purchased the utensils for the use of the clubs. The walls have been painted ivory and the floor dust color. Necessary cooking utensils, dishes, and silver have been supplied in quantities to serve 24 people. Green curtains, tea towels, and pot holders were worked out as demonstrations in home furnishings.

The plantation manager became so deeply interested in this new development that at Miss Eder's suggestion he had another large room in the club building painted so that it could be used for general meetings. Later, another small room was provided for a community library. The library curtains were made by the club members, and the library is opened one afternoon and evening each week, with the club leader or one of the junior club members acting as librarian. The library is well patronized and fills a long-felt desire among the people in Puhi.

At Helamano, a home demonstration club met jointly with the men's home garden club to witness the results of the demonstration home garden located at one of the demonstration cottages. Miss Greene, with the assistance of her homemakers, has held demonstrations on the preparation of various vegetables grown in this model garden which included tomatoes, head cabbage, Chinese cabbage, broccoli, beets, carrots, onions, golden-wax and Lima beans, parsley, and spinach of the Japanese, Chinese, and New Zealand varieties. "A house is not a home until it is planted" is the slogan used at Helamano Cottage where a vegetable garden, protected by a good fence, is planned and planted.

New Hampshire Extension Service

Expands to Include Urban Areas

THE expansion of New Hampshire's cooperative extension work for rural people into a more comprehensive service to include a general extension division for urban areas began functioning July 1.

The enlargement of the State Extension Service to include both urban and rural areas was brought about by the growing demands for services of all kinds. The policy of the reorganization is to coordinate the existing activities of the University of New Hampshire, in cooperation with various organizations and welfare agencies, so as to be of service to all types of business, as well as to municipal and State agencies and various civic and educational organizations. The new work may take the form of extension classes, institutes, exhibits, short courses, conferences, lecture series, and consulting services, carried on in cooperation with municipal, civic, and educational sponsors.

"It is believed that the general extension service will bring to the residents of rural regions broader educational opportunities than are now possible and, at the same time, offer to towns and cities adult educational facilities not now available," states Director John C. Kendall, who will be in charge of the new division in addition to the Federal cooperative extension work. To permit Director Kendall to give full attention to the development of the extended program, the agricultural experiment station, of which he has also been director, will become the research division of the College of Agriculture and will be supervised by the dean. As practically all members of the faculty in agriculture are also research workers in the experiment station, this will insure a close coordination of the research and instructional activities of a large portion of the university faculty.

Likewise, extension specialists in agriculture and home economics will become members of the subject-matter departments in which their talents and interests lie. Thus, each subject-matter expert becomes closely associated with the college department which is concerned with his special branch of knowledge, though he will be assigned to duties in extension under the supervision of the general extension director. The staff of the general extension service will consist of

all men and women who are chiefly concerned with the administration or management of extension work, who will, in turn, call upon subject-matter specialists for assistance in the actual conduct of activities both on the campus and in the field.

The general extension service has taken over control of all university information and publication activities. Henry B. Stevens, now executive secretary of extension work in agriculture and home economics, is the assistant director of the new organization and will, under Director Kendall's supervision, have charge of all university bulletins and catalogs, the university news bureau, the agricultural extension news, all research and experiment station publications, and radio and visual education work.

Negro Farmers' Conference

"Live at Home" was the theme of the Macon County (Ala.) farmers' conference. Three hundred and fifty farmers and their wives, representing 24 communities, met for the purpose of discussing farm and home problems and their solution.

Farmers from various communities reported on their activities of the past year, their successes and failures, and their plans for the coming year.

Home Demonstration Agent L. R. Daly and County Agent R. T. Thurston outlined the program for the county for the year 1938. They expressed their appreciation for the cooperation on the part of many of the farm folks and urged more of them to take advantage of the extension program.

An important feature of the program was a meat exhibit. This is one of several annual events sponsored by County Farm Agent Thurston and Home Agent Daly for the purpose of stimulating interest in the production of sufficient food and feed on the farms in Macon County.

This third annual meat show was representative of the progress made in the production of meat by Negro farmers within the last few years. Prizes were awarded for the three best exhibits of canned meats and the three best exhibits of cured meats.

Cooperative Roadside Markets

Flourish in Milwaukee County, Wisconsin

BRIGHTLY awninged market stands are becoming a familiar sight to the Wisconsin roadside traveler. Twelve of these "cooperative roadside markets" are in operation in southeastern Wisconsin—all inexpensive but attractive market stands—displaying a large variety of graded quality farm products selling at reasonable prices. Six of these markets are in operation in Milwaukee County where they originated. As only one operator is needed for a cooperative market of six or eight members, the cost of operation is kept down. The gross receipts of five apple roadside markets open during the last few seasons in Milwaukee County increased from \$1,000 in 1930 to \$3,000 in 1937.

Work Was Begun in 1925

The expanding interest in these profitable markets has been a direct outgrowth of the orchard-improvement program carried on by County Agent R. B. Pallett since coming to Milwaukee County in 1925. At the beginning of this work, 32,000 fruit trees were producing a gross income of \$19,000. Ten years later the orchardists realized a gross income of \$50,000 from 33,000 trees.

"C. L. Kuehner, extension specialist in fruit, helped us to launch the program," reminisced Mr. Pallett, "and he and I tramped over many hundred acres of orchards with the owners when laying the ground work for the project. Many times 20 or more orchard owners were visited in a day, and suggestions and encouragement were given to them. Neighboring county agents in Racine, Waukesha, Washington, and Ozaukee Counties also assisted by promoting the work within their counties. Many volunteer local leaders throughout the county have helped to promote good orchard management, and the few commercial growers have lent their moral support by attending our meetings."

Interest in cooperative marketing was first stimulated through discussions at farm institutes and frequent general meetings. On every possible occasion, Mr. Pallett has emphasized the opportunities for increased returns from orchard management. County newspapers, es-

pecially the Milwaukee papers, have cooperated by running stories and pictures. The orchard work has been further advanced in exhibits at the State fair and displays at the Milwaukee food show. Many apple-preparation demonstrations have been staged and varied circulars have advertised the roadside markets. Mr. Pallett has sent out many circular letters and has built up a mailing list which now includes more than 500 orchardists in the county.

Nearly 3,000 people have attended 55 pruning demonstrations which have been conducted by County Agent Pallett and the extension specialist. "I am sure that these demonstrations have had a great influence on pruning practices," commented Mr. Pallett. "We recommended the use of good tools, and, in 1 year, orders were taken for 50 saws and shears. We used a good type of orchard ladder in our demonstrations, and now there are nearly 100 of these ladders in the county, which have been built by the fruit growers. Fertilizer recommendations were also given at these meetings and many carloads of nitrogen fertilizers have been used in the county to rejuvenate old orchards and to stimulate the growth of young ones."

Pruning Demonstrations Popular

Much of the power-sprayer promotion has been done in connection with the pruning demonstrations, orchard schools, farm institutes, and exhibits. Spray rings were organized from year to year until now there are 14 in the county. These 14 rings provide operators to cover approximately 100 orchards with power spray at low investment costs.

A number of very fine spray-operator schools have been held which have been attended by most of the operators in the county. Some of these schools were held in connection with commercial concerns, with the extension specialist always present. The specialist has diligently coached new spray operators each year. Several summer orchard tours included a power-spray demonstration. For a number of years spray notices have been mailed from the county agent's office to all those on the orchard mailing list.

Over a period of years 20 special orchard schools have been held in Milwaukee County, usually in connection with a little apple show held during the winter, and also in district school basement halls. These all-day meetings, attended only by fruit growers, have given those in attendance a good opportunity to discuss in detail every phase of orchard management.

Association of Fruit Growers

Considerable impetus to the cooperative roadside-market plan has been given by the Southeastern Wisconsin Fruit Growers' Association which was organized in 1930 with Milwaukee County and three neighboring counties as members. The following year Racine County was added, and the organization has continued with a membership of five counties since that time. The association arranges for the cooperative purchase of spray materials and orchard supplies. Spray materials are now costing about half of former prices. The gross business of the association has increased from \$2,000 to nearly \$20,000 over the years.

Practically all the meetings of the organization have been held in Milwaukee County. The membership of the Milwaukee County unit of the association has grown from 60 to 142 members, and in 1936 the county growers cooperatively purchased more than \$4,000 worth of orchard supplies—more than any other county in the Southeastern Association.

Fall field days have been an effective feature of this movement, and the fall meeting and tour of the Southeastern Association at the Meyer orchards in Milwaukee County was attended by 200 growers. The Milwaukee County Association again sponsored the clean-fruit contest with 25 growers, including members of three spray rings.

According to Mr. Pallett, not only have the increased returns to growers averaged \$25,000 a year, but, through the orchard-improvement work and the establishment of these cooperative roadside markets, there is more fruit for the family table, increased satisfaction to growers and their families, and better cooperation among farmers and their customers.

Entertain and Teach With Pictures

J. ROBERT HALL

County Agent

Linn County, Mo.

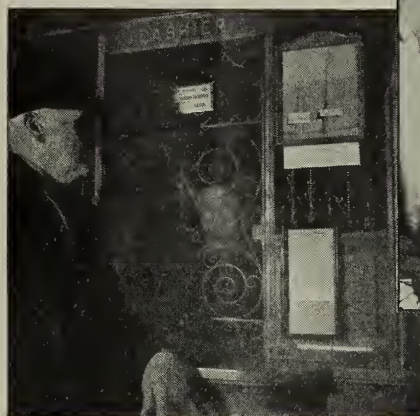
A BANK president has nicknamed me the "Picture Man." He did this because I carry my camera everywhere I go and use it in town and country, both night and day; I develop, enlarge, and print my pictures; assemble them into film strips; make motion pictures; display and publish them. It is a hobby with me.

An enlargement of some agricultural-extension activity is displayed in a neat frame by the cashier's window of the bank all the year around. The frame has a removable back for a new picture each week. The pictures are 8 by 8 inches and properly captioned. Fifteen places of business in Linn County display extension photographs in this manner. It requires 75 pictures to keep them rotating and some bookkeeping to prevent repeating. The cost of 15 frames is \$4, and prints cost about \$10 annually.

Pictures Have Many Uses

A similar plan is used in my office. A display rack made of light metal into which the pictures slide is placed conveniently for callers to turn through like a book standing on end. On my flat-top desk I have a frame into which is placed two pictures, one facing me and the other facing a caller. These are changed every other week. Keen interest is manifested in these office pictures by most callers. They are used in my office consultation with callers to show the methods and results of extension practices. The Extension Board reviews the new ones each month and the best ones are used to illustrate the annual report to the State and Federal Extension offices.

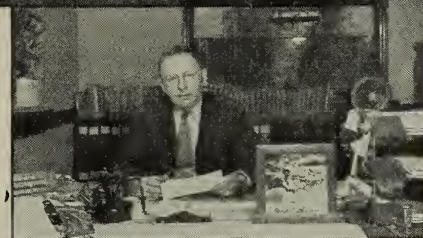
Just before the fall and winter farm meetings start, all worthy pictures are built into a county activity film strip and shown at all community meetings. Folks are pleased to see themselves and their acquaintances on the screen even in "stills." I therefore use pictures of many large crowds at successful meetings.



The customer at the cashier's window sees a picture of extension work in his own county. The picture is changed every week.



(Upper) County Agent Hall, right, illustrates his recommendations with pictures displayed on a light metal display rack.



(Lower) A two-way frame on the agent's desk holds two pictures, one facing the caller and one facing the agent.

A single film strip of 50 pictures may show a few thousand people. These folks want to come to the community meetings and see themselves. At these meetings I use other film strips on timely subject matter bought from the visual instruction service of the Division of Cooperative Extension in Washington and from the State Extension Service.

These county activity strips serve as a review of the year's work. They suggest many improved practices that farmers will adopt the following season. Folk in the audience have read and heard of demonstrations and practices they could not go to see. The picture on the screen thoroughly explained is a fair substitute. It is seen by hundreds, while I can get only a dozen or so to come to the farm and see the demonstration or practice.

Some years ago the extension program in Linn County needed more support financially and otherwise. The required support was easily obtained by making and showing a county motion picture. I wove into a one-reel picture a story of the county agent showing demonstrations and progress of the extension program to a prominent farmer. In the picture this well-known farmer praised the success of the activities. There were many local people in the picture, and the audiences that came to see it were large. From the time of its showing extension work took on new life.

Along with the showing of this film other educational motion pictures were used, but we do not use them as much

now as we do the film strips. The latter are less expensive and a more effective means of teaching.

"Seeing is believing." Good pictures properly shown, displayed, or published is "seeing." Hundreds of Linn County farmers who would never have been reached with the extension program had I not used pictures extensively, now are "seeing" and no doubt "believing."

To take good pictures requires much and constant practice regardless of the equipment used. In order to keep in practice the average county extension agent must take pictures of other than extension subjects. The finishing is done at night, using the kitchen as a darkroom. All of this just to keep in practice. One could hardly blame the banker for calling me the "Picture Man."

Subscription Price Advanced

Higher printing costs have made it necessary for the Superintendent of Documents to raise the subscription price of the Extension Service Review to 75 cents a year, domestic, and \$1.15, foreign. The price for single copies will be 10 cents each.

County Planning In California

Mobilizes Efforts of Farmers

B. H. CROCHERON

Director of Extension, California

CALIFORNIA'S county economic planning conferences were very definitely an effort of the local people to plan their agricultural future, rather than attempt to plan a program for the Extension Service.

In fact, it might be said that the conferences had nothing whatsoever to do with extension work. Such a statement would not be entirely true, for the Extension Service gathered the group, presented much of the factual material, and sponsored the enterprise. The results, however, represent a wholly local viewpoint which we in the Extension Service examine with interest and curiosity.

Thirty-two counties, which cover 78 percent of the farms of the State, held 2-day economic planning conferences. The program seldom discussed commodities. In the main it was organized around economic factors that combine to make up the structure upon which commodities are grown. As in all other States, we are familiar with meetings to consider the problems of a commodity or an industry. As elsewhere over the Nation, meetings on wheat, or poultry, on apples, on cattle, or on whatnot have been the customary approach of the Extension Service. If we term commodities and industries the vertical structure of agriculture, then the economic factors basic to them are the horizontal pattern of farming. There was little talk of specific crops. There was much discussion of soils, climate, credit, labor, markets, farm management, outlook, and other widespread influences that combine to delimit agricultural procedure.

California grows 180 commercial crops. More than elsewhere in America, California's farming is specialized so that one farm may grow but one crop, or at most but two or three. Discussions between industries rend the air. This was an attempt to bring them together upon a series of factors basic to all.

Material Prepared for Conference

For more than a year the College of Agriculture and the Experiment Station, as well as the Extension Service, had been preparing information upon a local basis

for presentation. All factual material was especially prepared for each conference and was designed to show the relationship of that county and its material to a wider sphere.

The county agent, desirous of gathering not more than 50 persons, picked 60 of the leading men in the agricultural life of the county. Each man was selected for his influence in local rural affairs. Wealth was not a factor; prestige was the measure of selection. In the main they were farmers, but a few were merchants, bankers, and county officials interested in agriculture. These men were contacted by the county agent personally at their homes. The plan of the conference was thoroughly explained. Two letters followed, discussing date, program, and committee assignment. A second personal call again explained; and finally, a telephone call 24 hours before the meeting served as a reminder of the place and date. Five contacts, thus, were made with each man invited.

Attendance Large

Now, California counties are large; a county may cover as much area as two Eastern States. Yet, despite the worst weather on record, the conferees attended and stuck to the job for 2 days at each conference. The average attendance was 47 local persons. The total attendance at 32 conferences aggregated 1,527.

For a half day the college and extension representatives presented their factual material. It was prepared for that particular county; there were no boiler-plate speeches. The college then declared itself out of the picture. Except as additional facts might be requested, the conference was now solely in the hands of the conferees. These divided into four or five committees which met in four subsequent sessions; the entire conference gathered together for meals.

It was suggested to those attending each conference that they prepare a series of recommendations—not resolutions—for the guidance of their county and that only those recommendations be incorporated which met unanimous approval. It was explained that it was easy to find

matters upon which they would disagree. The problem was whether there was something upon which they might all agree. If so, it was probably sound and practical and, with the united opinion of the county leaders behind it, might be of great influence upon others.

This idea of unanimous agreement was new. At once it cleared the atmosphere. Isolated representatives of organizations or of localities did not find it necessary to "count noses" to see if their friends were in the majority. Each man held the deciding vote and could sit back comfortably, assured that nothing objectionable to him could come out of the conference. Skepticism was rife, however, that on such a plan anything whatsoever could be passed.

Conference Passes Recommendations

However, at the end of its 2-day sessions each conference passed, unanimously, a series of recommendations believed basic to county welfare. It is true that occasionally a pet plank, painfully fashioned by some committee, fell into the discard by a single vote; but this happened seldom. So harmonious were these conferees that in the main they passed their resolutions with a whoop. Upon what did they agree? They passed an average of 25 recommendations. These include the whole gamut of agricultural procedure. By tabulating and indexing the results of the 32 conferences, Agricultural Extension has a pretty clear picture of what California's leading farmers think. Their conclusions are, however, of little interest to readers of the REVIEW.

The procedure of these planning conferences does not, of course, conclude at the end of 2 days. The recommendations are mimeographed and have wide distribution. The committee chairmen form an executive committee on follow-up. They go over the recommendations one by one and route them, by letter and by visit, to the organizations best able to further them. Some come to the Extension Service, for they lie in our sphere. Many more go to other organizations which can, if they will, carry on the recommendation. Jobs are being handed out right and left. Next year comes another series of conferences to report on follow-up and to plan anew.

Utah Inventories Its Farm and Home Problems

WILLIAM PETERSON
Director of Extension, Utah

THE program for extension work this year may not be wholly different from other years, but the background was never so well established. Never before have we had so many people with some vision of their own agricultural situation, some suggestion of what changes should be made, and a recommendation for the program right now. We have met more than 5,000 people in county farm and home (county planning) conferences, and there has been much intense and wholesome discussion.

In these meetings we have met all kinds of people with all kinds of ideas—the promoter with some ax to grind and those of the best knowledge and vision in the communities. More than 1,200 actual committeemen have spent numerous hours in the consideration, analysis, and betterment of their own agricultural and home problems when their own work was pressing. Earnestness has increased as the studies have continued, and when the plans have been presented they have been given whole-hearted support by friends and neighbors involved.

Started Two Years Ago

We started this work more than 2 years ago when a planning board was set up in each of the counties in Utah to formulate recommendations for an agricultural program. These county boards did a lot of good work and submitted to the extension office program suggestions for future procedure in agriculture and homemaking. In studying these suggestions carefully, we found that the county plans lacked uniformity, and, apparently, there seemed to be a different objective in each. In all the counties there had been a tendency to make plans and programs without sufficient inventory background. The scheme of agriculture and home planning seemed to be a good one but needed to be properly oriented to all of the problems in agriculture.

With these facts in mind, a leadership-training school held at the Utah State

Agricultural College in November 1937 was devoted entirely to program development. Nearly 100 chosen men and women leaders from 26 different counties, and the entire extension staff, studied ways and means of planning for a better agriculture in Utah.

The necessity for such a program became clear in studying the facts. Land use in Utah has been practically static for 20 years with essentially no increase in cultivated land area or in livestock and crop production. At the same time there has been a 25-percent decrease in yield per acre of practically all crops except on small well-fertilized tracts. During this period the farm-mortgage debt in Utah grew from 7½ million dollars in 1910 to 45 million dollars in 1937.

Facing the Youth Problem

Added to this was the youth problem with 3,000 to 4,000 young couples backed up on the farm, living as unsatisfactory tenants, sharecroppers, or accommodation boarders with no real place to go. Records show that each year in Utah's rural areas, alone, 2,450 young people are arriving at the age of 21, indicating an annual additional potential 1,000 rural families. An effort has been made to accommodate these young people as shown by the census of 1930 with about 5½ thousand more farms reported than in the 1920 census. The size of these farms shows a serious condition, with 1,440 farms of less than 3 acres, 5,000 farms of less than 10 acres, and more than 8,000 farms of less than 20 acres. Only under favorable specialized farming can one extract a living from so small an area.

It is definitely known that there are more than 5,000,000 acres in the State of Utah on which the soil is of such character as to warrant continuous irrigation farming if water can be applied. The total water available outside of the Colorado River is approximately 6 million acre-feet annually, but approximately 4 million

acre-feet have been allocated in water rights to the 1,324,000 acres of irrigated land. There are but 480,000 acres of dry land cultivated, most of which produces only wheat in alternate years. It looks as though progress in Utah depends essentially on a more economic use of irrigation water involving five methods—mending leaky canals, better irrigation practices, storage of flood water and winter water now going to waste, better utilization and development of underground water, trans-mountain diversion from streams and drainage areas having more water than land. More than 90 percent of the area of Utah must continue as range if it is used at all.

Planning Boards Organized

With these facts as a background it was decided that a farm-and-home-planning board, with committees covering the various phases, should be organized in each county, and that these committees in their cooperative effort should give attention, first, to a complete inventory listing of the agricultural assets of the county; second, to a study to determine whether the items listed could be worked into a larger income; and, third, to the establishment of a program for immediate action.

The inventory was to list every item, such as land, water, crops, livestock, homes, and natural resources. The plans were to determine whether or not the farm land could be increased, whether sub-marginal land should be abandoned and the water applied on better land, whether the crops produced were the most economical for the region, and whether the livestock should be increased or decreased. After plans had been recommended, a program was worked out with the Extension Service in the county.

The county committees number from about 25 to more than 60 men and women. It is interesting to note that in practically every county the committee is comprised of from 25 to 50 percent women. Never before have I seen such interest shown by our homemakers in the various phases of agriculture. Livestock breeding, irrigation, crop rotation, water storage, and increased agricultural pursuits seemed to hold their interest along with problems pertaining immediately to the home.

In nearly every instance we have had a banker give an economic inventory of the financial condition of the county. There has been no one more surprised than these rural citizens themselves when they have made a study of their own county inventory.

Meetings have now been held in all but three counties of the State. The meetings were all-day sessions with a party from the central extension office meeting with the committee in the morning to hear its reports and recommendations. In the afternoon and evening there was a larger group meeting to discuss the purpose and background of planning and the details of what had been proposed in the county. There have been two or three meetings in each county, and I have personally attended them.

The general feeling has been that each area must have more homes, a larger income to pay off indebtedness, and a better correlation between range and livestock and forage produced on the cultivated land. In this has been included very effectively the program of the Agricultural Adjustment Administration with its soil-building and erosion-prevention provisions.

We feel that the job is only begun, because, if we should leave these people in their present status, merely to rest on the stimulus they have already created, the work probably would not go far. An intense follow-up is necessary in each county, and our extension staff is thoroughly convinced that it is worth the effort.

A Community Service

Members of the Carolan Home Demonstration Club, Logan County, Ark., have a unique and cheap telephone service.

Eight or ten years ago, according to Marcelle Phillips, home demonstration agent, every home in the community had a telephone on a party line that went into the Booneville central office; but as money became scarce lines were neglected, and after a time many wires were down. For the last 3 or 4 years only the boxes remained.

In January the club took up the question of rebuilding the lines. Adding new wire and telephone poles was all that was needed, so the women paid for the wire, and every man donated his time and the poles to rebuild the lines.

There were 43 women in the club, and each one had a telephone box. The entire cost to each member was only 15 cents plus batteries for her own box. Within a month lines were built that would let them talk to anyone in the community. After the lines were established a move was started to get connection with the Booneville central. Now by each member paying 12 cents a month they have a call bell in one home through which connection is made with Booneville and the outside world.

South Dakota Farmers Have Their Say

DEVELOPMENT of discussion-type extension meetings made tremendous strides during their first year in South Dakota. Encouraged by District Extension Supervisor W. E. Dittmer, who is in charge of discussion work, and the State's 78 county and home extension agents held 1,028 discussion meetings at which everyone was encouraged to have his "say."

Twelve counties organized discussion groups which met regularly. The work got its first start when A. Drummond Jones, of the program planning division of A. A. A., conducted a number of county demonstration training schools. That rural people are anxious to air their views on community, State, and National problems was emphatically shown by their intense interest from the beginning. Forty-nine communities now have active discussion groups.

The group in Brookings County is one of the most enthusiastic in the State, and members crowd around their discussion table at meetings all through the summer as well as in the fall and winter. Membership of the group now is 45, with 20 to 30 persons attending meetings regularly.

The Brookings County Forum, as the organization is known, selects a different discussion leader and topic for each meeting. At the close of each meeting, the members vote to select a new leader and topic for the next discussion. During the 2 weeks which elapse between meetings, they think about what they want to say when the next meeting is thrown open to discussion. The subject is generally well thrashed out before the chairman calls time.

Walter N. Parmeter, agent in Brookings County, who has been active in promoting discussion work, says: "The purpose of the forum is to create a better understanding among farmers of national agricultural policies. I feel that the discussion of facts and knowledge through this method is the best way for farmers to become educated and produce a higher standard for agriculture. As farmers discuss the pros and cons of many questions of interest to them through the discussion group, they can act more intelligently in their dealings and help themselves instead of pulling against one another."

The Brookings County Forum has become quite well known to the radio audience in South Dakota through their several broadcasts from the State college radio station. Because of their radio experience they were invited to present one of their discussions on the National Farm and Home Hour. Mr. Jones and Mr. Dittmer gave the group special coaching for their national appearance.

As most of the discussions were about questions of agricultural economic policy, it was natural to expect that the group's prize original statement for the year should concern this field. The best of the year's many good squibs came from John Swenning, Brookings County farmer, when Mr. Swenning shook his finger into the NBC microphone and told the United States: "If we raise only one hog in this country in a year, and we can't sell that hog, we've raised just one hog too many."

A Million Trees

More trees than ever before are being planted by 4-H club members in South Dakota this year. The number of trees planted in permanent location or lined out in nursery plots will probably exceed 1 million, according to F. I. Rockwell, extension forester, who has arranged for special 4-H lots to be purchased from nurseries. The boys and girls plant the trees as farm shelterbelts or to beautify their home yards. Many club members are procuring undersized trees and shrubs which they are lining out in a nursery plot for a year's growth before transplanting to a permanent location.

The forestry 4-H club members of Oneida County, N. Y., have planted 1,285,550 young trees during the last 12 years. Club Agent E. G. Smith believes Oneida County has set a record as the first county 4-H club to plant a million trees. In 1937, 85 boys and girls enrolled in tree planting, and 59 of them completed the work. Many members are adding trees to their original 1-acre plots, and a number of them now have 4- or 5-acre plots. Results are beginning to show, for many good plantations can be seen from the roads.



Ralph Fulghum



Wallace Kadderly



John C. Baker

Information Staff Increased

Extension Radio Specialist

Wallace Kadderly, Chief of the Department Radio Service, and John C. Baker, the new extension radio specialist, will divide the field work in radio extension between them. They will be available for consultation on radio matters and will assist with the preparation of radio programs and continuities both on the National Farm and Home Hour and, when possible, for local programs. They expect to spend considerable time in the field and will eventually visit any State needing their services.

Both of these radio experts have had extension experience, Mr. Kadderly in Oregon in charge of the programs for KOAC, the State-owned station in Oregon; and Mr. Baker in Massachusetts working on extension radio programs. Both are comparatively new in the Department; Mr. Kadderly took up his new duties last December, and Mr. Baker came to Washington, June 1. Both have had extensive and varied radio experience, Mr. Kadderly as Western Farm and Home Hour program director for the Department

with headquarters in San Francisco, and Mr. Baker in charge of the farm programs of WLS, Chicago.

Extension Information Specialist

RALPH FULGHUM on July 1 took up his new duties as field specialist in information for the Federal Extension Service, assisting L. A. Schlup. Mr. Fulghum will spend much of his time in the field conferring with State extension editors, directors, and others in the interests of an effective extension informational program. He brings to his work a fine record of achievement in both the Extension Service and other Government agencies, having served as assistant editor in Florida for the Extension Service and Experiment Station, radio writer for the Department Radio Service, extension editor in Georgia, and for the last year and a half has worked for the Soil Conservation Service as assistant conservator in charge of information in the southeast region. He is a graduate of the University of Georgia.

experience on the part of both landowners and tenants, and in the main the plan of tenure is considered fair by both groups, provided the plan is honestly administered.

What Does the Future Hold?

If Arkansas and the South must continue to maintain the present farm population, we must develop more land for the population to use. In Arkansas there is approximately 1 million acres of idle land which should be used, and in addition, there is probably at least 2 million acres of undeveloped land which can be brought into agricultural production. This land could be used in the process of redistributing our farm population and readjusting our farming system. While much of the product of this additional land is needed within the State, that much new land brought into production would undoubtedly call for new markets, which would have to be found if we avoid a problem of surplus.

But even if we used every acre of agricultural land in the State, and could find a market for all our products, we would still have too many people on the land. Maybe industrial development in the South will offer a solution. But, the problem of surplus population is a national one, and the responsibility cannot be placed upon the South alone. Landowners and tenants have attempted to carry the burden too long, and the result is not a happy one for either group. The fundamental need of the South is the redistribution of the farming population and reconstruction of the farming system. Landowners and tenants alike must face the common problem of increasing the size of the individual family's farming business, and must face the fact that the South's one-crop system of farming is an uneconomic system, or they must resign themselves to continued low incomes and low standards of living in the South.

Is There a Way Out

(Continued from page 98)

the other expense of living. Few families of five are able to squeeze much more than the bare necessities out of \$375 a year.

Actually, the average land in Arkansas will produce only about 200 pounds of lint cotton to the acre. After deducting \$90 for rent, \$40 for ginning, \$150 for food, and \$50 for depreciation, the family on average land has \$30 left on which to maintain an existence. Even if the landowner in this case let the tenant have the

land rent free, \$120 a year won't permit a decent standard of living.

There are unfair landowners, and there are unfair tenants. The good landowners and the good tenants alike condemn the unfair practices of both groups. Even that situation is being improved, for good landowners are choosing their tenants with more care, and good tenants are using more discretion in the choice of their landlords. But the fact remains that the division of crops on the third and fourth basis for renters, and the half basis for sharecroppers is the result of long

HELPS for 4-H club leaders interested in nature activities have been prepared by William G. Vinal, professor of nature education, Massachusetts State College, Amherst, Mass. The game "Calling All Explorers" as used successfully at the Connecticut Valley Youth Day and suitable for 4-H club camps is described in a mimeographed publication which Professor Vinal is willing to send to any 4-H club leader requesting it. He also offers a mimeographed booklet entitled "Handbook of Nature Trails" and a bulletin called "Nature Guide School."

Development of Home Dairy

Proved to be Excellent Approach to Agricultural Problems in Our County

B. E. LAWTON
County Agricultural Agent
Hernando County, Florida

IN THE development of an agricultural program in Hernando County, despite the fact that this county is located in the peninsular section of Florida close to the center of the citrus and trucking areas, we are limited to about 3,000 acres of citrus-growing land; and the climatic conditions are not so favorable for the production of commercial truck crops as around Lake Okeechobee.

The family cow is an important part of the family living in supplying an adequate amount of milk in the home; and so, during the last 5 years, every opportunity has been utilized for placing good cows on every farm in the county. This has resulted in the placing of 364 high-grade and registered young dairy animals with farmers and club boys in the county. As a basis for continued improvement of dairy cattle on the farms, 34 purebred bulls have been placed.

Obtaining a good cow is only half the battle, so a feed-growing campaign was organized to supply an adequate amount of forage during the winter season.



Purebred heifers were brought in from Duval County in a home-made trailer.

Making a living on the farm now seems to be the key to the agricultural success in the county. There are many thousands of acres of hammock soils adapted to livestock and general farming. It has been the goal of the extension program to develop this line of farming to the point that our farmers will grow a living on the farms as the requisite in any agricultural program.

As an approach to this problem, the home dairy has been chosen for emphasis.

Many farmers are developing fine pastures, using permanent pasture grasses, including Bermuda, carpet, and other grasses as a basis for summer grazing, and rye and oats as a basis for winter grazing crops. These are being supplemented with ensilage from trench silos, pea-vine hay, and other stored crops for winter use.

Since the family-cow program has been in operation, there has been a surplus of farm animals each year which have sold

in Pinellas, Hillsborough, and Duval Counties. Last year 56 of these surplus cows brought \$2,245 to the farmer owners. Last year two outside dairymen from St. Petersburg became interested in Hernando County and bought farms which they stocked with good dairy cattle.

Most of the heifers have been brought in from Duval County in my home-made trailer which has hauled 169 Jersey heifers since 1932. Last year I made 6 trips to Jacksonville, hauling 78 Jersey heifers to be distributed to Hernando County farms. I like to buy the calves in Jacksonville because the Duval County agent has placed an outstanding bull on almost every farm in that county.

Another phase of our dairy program is the control of Bang's disease. The farmers were interested in this effort, and 43 farmers signed up for testing 476 cows. Very few reactors were found.

There are only two market-milk dairies in the county, both of which have cooperated very closely with the agent on the dairy program. One dairy operated by the young Wernicke brothers has changed from a liability to an asset by eliminating disease from the herd and developing permanent pasture and home-grown feed. Last year the boys stored 400 tons of silage, had surplus cane on hand, and brought their cows through in good shape. They built racks in the open so that the cattle could have all they wanted to eat at all times, and they have now joined the dairy-herd improvement association in the Tampa area where they market their milk wholesale. They are working for an accredited herd and also are serving as excellent demonstrators in good dairy practice.

Neighborhood Nights

Neighborhood night was introduced in Arkansas as a special recreational experiment in a few counties early in the year. The idea has taken hold and rural leaders are finding an astounding response to this revival of an old custom, reports June Donahue, extension specialist in community activities.

The plan involves the setting up of a community recreation committee composed of recreation-minded representatives from the various organizations in the community. A monthly party plan is then furnished by the Extension Service.

Marbelvale community in Pulaski County sponsors a community night every week. Nine communities in Leno County are enthusiastically organized, and five communities in Conway County report a total monthly attendance of 380.

I BELIEVE that there is a feeling deep in the hearts of our rural people—at least I sense this in Vermont—that remedies conceived by State and National leaders will not provide the way out. They believe that these remedies may help, and they accept them more or less cheerfully; but they feel that the real cure must generate largely within the people themselves.

This feeling is found more or less generally among leaders in extension work, and I believe it is a healthy sign. Right now the attempt to meet this problem of making extension educational work more vital is taking the form of striving to do more agricultural planning and better extension-program planning.

Search for Planning Basis

In Vermont we have been thinking about these things and searching for the answer. In 1932 a staff committee was appointed to give closer consideration to the basis of our program. After several months' work, it finally reported that our program should be based on the problems connected with bringing to the rural people a richer and more satisfying life. The steps leading to a rich and satisfying rural life were set down as economic welfare, health, satisfying family relationships, constructive social-civic contacts, and recreation. This study led to a realization among our workers that whatever was the problem of the rural people might also well be the concern of the Extension Service. It was about this time that the depression really hit Vermont and we became so involved in the details of holding some kind of economic welfare through a lot of emergency work that we did not go further in our analysis work.

Last year we started again to devote special attention to the matter of the basis for our extension program and a method of program determination. We held a week's conference of State staff workers and have had special staff committees working since that time.

This past winter members of the Vermont State Farm Bureau have also been seeking the answer to their problems. They have sponsored a program with a leader hired and paid from State farm bureau funds to establish local discussion groups. The State farm bureau worker lined up questions for discussion, collected as much information on the subject as possible to lend to local groups and to help group-leader-training meetings. The project started in December and ended in March. Fifty-seven discussion groups held from 1 to 5 meetings with an attend-

New Extension Opportunities

J. E. CARRIGAN

Director of Extension, Vermont

ance averaging probably somewhat below 20 persons. Extension workers helped in lining up the leaders and in furnishing information, but they did not attend the meetings.

Another significant development of the times is the county planning committee set up in each county at the suggestion of the Agricultural Adjustment Administration 3 years ago. The committee is made up of one or more men from each town in the county. The first few meetings were devoted to a consideration of crop acreages in the county and a probable future acreage under certain conditions. The next year discussion centered around the trend in the use of land in the county, what was happening to the abandoned farm land, how the situation affected the farmer, and in general how the present land in farms was being handled. These were much better meetings than those of the first year. Last winter these committees met again to consider what is making local farming so relatively unprofitable at the present time. These conferences have been so interesting to the men that the women are now going ahead with similar meetings.

Planning Committees Develop Capacity for Study

These committees have not, as yet, functioned very much as planning committees. Rather, they have been something better, that is, study and discussion committees or groups. These people have come together voluntarily to dig into their local situations, to think them through, and to study them. Of course this study won't continue long before plans will evolve or, at least, action will take place.

At the same time that this work with county planning committees has been going on, the State staff committees on extension programs have arrived at a point of outlining the information that would be needed in order to determine what are the real problems in a situation. They have also arrived at the conclusion

that obtaining this information is a stupendous and time-taking task and that when it is obtained and an extension program based on it is inaugurated, there will still be the same old task of trying to get the local people to take it.

Why not utilize the method followed in the county planning committees, namely, help the local groups to study out their own situation, help them to arrive at an understanding of what is happening about them and to them, using for guidance the outline now in process of preparation by the staff committee?

The Way Out

This, it seems to me, points the way. The Extension Service may well help people to study their local situations so that the people may understand what is happening around them and to them and may, therefore, be better able to determine what to do. Why not have more and more local planning committee meetings or better local study meetings? Why not help the local people to get an understanding of their local situation, taking into consideration not only local facts and forces but also the wider ones, such as tariffs, trade agreements, general price level, competing areas, and national plans that bear on the local situation? As they study they will begin to want to do something about it all, and they are then ready for planning and for action. Out of this local study, local planning, and local action, will evolve more logical State and Federal planning and action.

Somehow, as I think of rural people, I cannot quite conceive of their drawing up a formal or comprehensive plan for improvement. Rather, I can see them as more apt to decide on a type of action such as, perhaps, adding a new source of income, and then possibly working out some method of handling abandoned land, or about enactment of legislation that is needed for conservation of the land resources, or, perhaps, deciding that they are going to do something about preventing the downward trend of the price level. They will act in this way, either with or

without a plan, when they understand; and helping them to understand is our opportunity. I believe that the Extension Service may be the key to this development.

If the Extension Service is to meet this challenge, some adjustments are, of course, necessary. We shall need more training in how to do educational work. We shall, as extension workers, need to study more, be better informed on economic and sociological forces and factors bearing on situations. Conferences are not enough. We, as adults, must really study if we want to make students out of

other adults. This cannot be done on a schedule that keeps us on the job 48 to 50 weeks out of the 52. Something like 32 to 36 weeks of teaching, 8 to 12 weeks of study, and 4 to 6 weeks of vacation might well result in a more effective job of education.

This type of extension work will be a harder job, but it will be far more worth while if it can be accomplished. It will require a somewhat different type of ability, and it will require unusually careful preparation; but it will mean better study and better teaching and, therefore, better education.

Land-Use Coordination

(Continued from page 100)

flood-control plan for any watershed must harmonize with the Department's total land-use objective for the area.

Planning by Farmers

Land-use planning by specialists is of little value unless the results are accepted and put into effect by farmers. Further, planning by specialists can cover only a small portion of the country each year, whereas action programs are in effect in practically every agricultural county.

About 3 years ago planning by farmers themselves with the help of State and Federal people started in most of the States. This by no means was the origin of planning by farmers, but it represented a more concerted attack on the agricultural land-use problem. At first this new agricultural planning was confined mainly to facts and problems in connection with the A. A. A. program. But farmers quickly saw that the conservation problem, the tenancy problem, the submarginal land problem, and other problems are essentially one and that they, therefore, had to develop comprehensive land-use plans which considered the whole field of agriculture and the relationship of people to the land.

County planning by farmers has made tremendous strides in many States and promises to be the thing that will more permanently tie all local, State, and Federal efforts together in working toward common objectives. The principal requirement now seems to be to systematize these efforts on a county, State, regional, and national basis.

I think it is reasonable to predict that the development of county agricultural

planning will give us, within the next few years, a fairly uniform and wholly practical planning structure. It will vary State by State, of course, but I believe that certain general principles will be adhered to in all States. The Department Committee on Federal-State Relations has set down some guiding principles with which the corresponding Land-Grant College Committee has indicated general agreement. I hope that all agricultural workers will have an opportunity to study that statement in detail. It proposes the establishment of county, State, and, in some cases, regional committees which would develop comprehensive agricultural land-use plans and keep such plans current. All programs would, to the greatest extent feasible, help to achieve the purposes of such plans. Farmers and county, State, and Federal workers would all have definite responsibilities in the integrated set-up. Cooperative relationships in research, surveying, and other fact finding would be relied upon to provide the most reliable basic data for planning purposes and for use in the application of action programs.

Much progress has already been made toward the goal—so much so that we have every reason to be hopeful that planning by farmers themselves, with the help of State and Federal specialists, will be the foundation on which we can build a simple, cooperative structure that will bring fact finding, education, planning, and action into a united effort toward common objectives. That is merely saying that all programs will be one program when they reach the farm.

Air Conditioning

Summer living comfort is a topic extremely applicable to the Riverside County, Calif., people who live in small one-story frame ranch houses, for arid conditions prevail over the county, and summer temperatures are high. As a result of a round of 14 farm-home meetings held in May 1937 on the subject of "Air Conditioning at Low Cost," 61 farm families constructed and installed the Arizona type of evaporative cooling unit.

The method of operation is to expose a large water surface for evaporation into the stream of air which is delivered into the house by means of a large low-speed electric fan. The water surface is obtained by trickling water over a pad of loosely packed excelsior. Pads about 2 inches thick, held between hardware cloth screens, are placed on one or more sides of the fan box, which is set to deliver air through a window opening on a shaded side of the house. By opening a window or door on the opposite side of the house from the intake box and closing other windows, a direct cool-air current passes through the house, thus reducing the temperature 10° to 16°.

Both men and women attend meetings on this subject. University of California mimeographed circulars containing working drawings and specifications for the construction of the cooler are distributed, and heat and insulation principles are discussed. Many more Riverside County farm homes will be made more comfortable this summer as a result of the past year's activities.

School Lunches

A demonstration on school lunches was given before a group of Mexican mothers and older girls in the Mexican school at Carpinteria in Santa Barbara County, Calif. The demonstration was explained to the women through an interpreter, and their questions were relayed to Home Agent Irene Fagin in the same way. The teachers and nurses who had arranged for the demonstration said that they wished to demonstrate a lunch that would be packed in the average American home. Two lunches featuring fruits and vegetables were packed before the women. The vegetable sandwich appealed to more of the women than anything else. Enough sandwiches were made for all the women to taste. The group was very responsive and very much interested and expressed a desire for regular work, should the agent have time.

IN BRIEF

Grasshopper Fight

Grasshopper infestation in the north-eastern part of New Mexico shows an increase of more than 15 times the area infested in 1937.

A five-county meeting was held in the spring to coordinate the work of fighting the grasshopper menace. Farmers were organized by county agents in the affected counties to mix and distribute poison over the area immediately after the grasshoppers began to hatch.

The Soil Conservation Service, W. P. A., C. C. C., Bureau of Entomology and Plant Quarantine, as well as other local agencies and the farmers cooperated with extension agents in getting the poison distributed.

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Graduate Course

A graduate course in "Public Problems of Agriculture" is being given at the University of Georgia this summer. The course includes a study of the science of farm management in its relationship to agricultural adjustment, current agricultural problems growing out of factors that originate beyond the borders of individual farms, and social aspects of present day agriculture.

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Apple Blossom Sunday

New Hampshire fruit growers in 9 of the State's 10 counties held open house May 8 and May 15 while their apple trees were at the peak of the bloom period.

Box lunches, a program of speakers, a tree-planting ceremony in honor of Johnny Appleseed, and a tour of the orchards were included in the day's program in some of the New Hampshire towns observing Apple Blossom Sunday.

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New Markets Established

Organization meetings were recently held to establish cooperative growers' markets at Forsyth and Statesboro, Ga. Mrs. Mina B. Smith, Monroe County home demonstration agent, entertained at a "Georgia Products Luncheon" at Forsyth for representatives of the various civic clubs and women's organizations.

Committees were appointed to draft rules for the operation of the market and to secure a location for it.

The meeting at Statesboro was presided over by Elvie Maxwell, Bulloch County home demonstration agent. A large group of leading citizens interested in establishing a retail growers' market met with farm men and women who plan to sell home-grown products on the market. Committees for working out details were appointed.

AMONG OURSELVES

THE AWARD of the Silver Buffalo, the highest award given by the National Boy Scout Organization was bestowed upon Dr. C. B. Smith, assistant Director of Extension Service, at the Annual Scout Dinner, May 14, in Cleveland, Ohio. The citation referred to his more than 40 years in government service and continued "In this work he has helped to promote a philosophy, develop ideals, and set standards in rural adult agricultural extension and in boys' and girls' 4-H club work. Joint author of three books on rural subjects and many Government bulletins and papers, for the last 10 years as a member of the National Committee on Rural Scouting of the Boy Scouts of America, he has contributed much to the development of Scouting among farm boys and in rural areas." Dr. Smith was one of eight to receive the award this year.

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R. A. GOFF, assistant director for agriculture in Hawaii, and the first county agent appointed for the islands, has been spending the last few months studying extension work in the States. Mr. Goff visited extension work in California, Nevada, Utah, Colorado, Wyoming, Kentucky, Georgia, South Carolina, Florida, Iowa, and Nebraska. He was particularly interested in the citrus-growing and sugar industries of the South and West. He also spent 3 weeks in Washington, D. C., conferring with officials there on various phases of the program in Hawaii before sailing back from San Francisco late in June.

N. Y. A. Training School

University of New Hampshire faculty members, Extension Service workers, and specialists from the business world, were enlisted as teachers at the 3-day training institute for New Hampshire National Youth Administration supervisors held at the University of New Hampshire, May 9, 10, and 11.

Thirty men and women, from all parts of the State attended the institute, the first training school of its kind ever held for N. Y. A. supervisors at the university.

Courses in home economics, leadership, forestry, office methods, vocational guidance, citizenship, visual education, vegetable gardening, social relations, cooperatives, wood working, and machine-shop working, were listed in the 3-day meeting.

Training received by the supervisors will be used in N. Y. A. projects in the various parts of the State. Already N. Y. A. groups are working on canning, sewing, vegetable gardening, and handicraft projects in New Hampshire.

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Library Service

Twenty communities in Gaston County, N. C., now have book stations where rural people may obtain a large variety of reading matter, reports Lucille Tatum, home demonstration agent.

Two home demonstration clubs, Sunnyside and New Hope, have charge of book stations in their sections. Schools, community houses, clubhouses, and libraries house the 20 stations.

Circulation has increased monthly, jumping in the past 6 months from 2,919 volumes to 8,114 volumes. The use of a traveling "bookmobile" has aided considerably in boosting circulation.

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\$100,000 Profit

Massachusetts 4-H club members earned more than \$100,000 as a byproduct of their project activities in agriculture and home economics during 1937. Figures in the annual State 4-H report divide this sum as follows: Poultry, \$9,700; dairy, \$6,500; gardens, \$32,700; food canned, \$27,500; clothing made, \$13,600; articles for home furnishing, \$1,100; and handicraft articles, \$9,000.



Employment Service for Agricultural Labor

The Farm Placement Service of the United States Employment Service provides prompt assistance to farm employers and prospective farm employees in meeting their mutual needs. It provides accurate information so that farmers may obtain the labor they need and agricultural workers may find employment.

Objectives of the Service are: First, to serve agricultural labor and growers; and second, to direct the migration of agricultural labor masses both within a State and across State boundaries in such manner that surpluses and deficits of labor will be reduced to a minimum. Thus it helps reduce waste time for both parties.

The work of this Service is carried on through local public employment offices, of which there are approximately 1,500 distributed throughout every State and rendering a service to every community in the country. Contact your local public employment office for further information.

UNITED STATES EMPLOYMENT SERVICE
DEPARTMENT OF LABOR
WASHINGTON, D. C.
